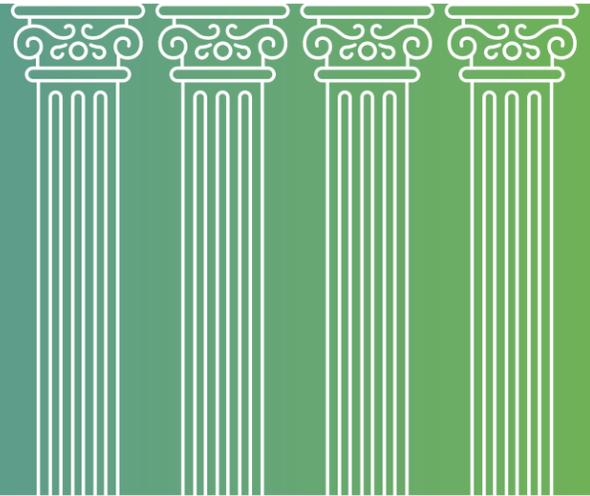


MICPA STRATEGIC PILLARS

Our mission is to serve our members, the CPA profession, and the public they serve.



For more than 120 years, the Michigan Association of Certified Public Accountants has been proud to celebrate and serve CPAs across our great state. At our core, we're your ACE... here to Advocate, Collaborate, and Educate so that you can be at your best!

As we look to build a strong future, your MICPA team, executive leadership, and Board of Directors are dedicated to delivering on our mission and supporting your success. Our approach is to carry forward our association's proud legacy while continually adapting to members' modern-day needs.

Our rolling, go-forward strategy is built around the four foundational pillars of **Member Experience, Service, Talent Pipeline, and Relationships**, and are the direct result of member feedback, supported by in-depth discussions and trend analysis.



MEMBER EXPERIENCE

Ensure the MICPA consistently provides all our members valuable, positive outcomes in every touchpoint across the membership lifecycle.



SERVICE

Meet the membership's current and emerging professional needs by deeply understanding—and quickly responding to—the rapidly changing landscape of the accounting profession.



RELATIONSHIPS

Foster and strengthen relationships with legislators, regulatory bodies, firm and business leaders, and the public to advance the CPA profession.



TALENT PIPELINE

Cultivate future CPAs by increasing awareness of the accounting profession among students of all levels and backgrounds, communicating the wide range of professional opportunities, and emphasizing the many benefits of a CPA career.

MAKE AN IMPACT: SUPPORT THE MICPA STRATEGIC PILLARS

From providing feedback to helping us build relationships with individuals and organizations, there are many ways you can engage with the association and further our mission.

Contact micpa@micpa.org to get involved.

MICPA PRESIDENT'S REPORT

We're here for you! Here's a quick look at how your association worked to support you, and those that you serve, from January through April 2022. You'll find important milestones and activities outlined for that timeframe that align under the four pillars of our new strategic plan which launched April 1, 2022.

MEMBER EXPERIENCE

- Associate members have been shifted to Fellow members for new dues year (July 1, 2022 – June 30, 2023) after an approved change in the association bylaws.
- Net Promoter Score survey being incorporated into post-event surveys to measure the satisfaction of the member experience at our MICPA events.
- Enhanced website accessibility and SEO to increase functionality, searchability and improve use for people with disabilities.

SERVICE

- MICPA Training Center development to begin July 2022.
- Launched MICPA 'Making an imPACT', a quarterly E-newsletter to be distributed to MICPA bipartisan Political Action Committee (PAC) contributors. First issue sent to all members in April.
- MICPA staff goals were developed with a DEI lens.
- 2022 license renewal is now live, MICPA Tracker assistance is up and running for all members with licensure questions.
- Provided members with the latest updates, guidance from Treasury on the new Flow-Through Entity Tax via breaking 'Advocacy Alerts' and offered multiple webinars to members on this topic.
- Partnered with CPA.com and Blue Cross Blue Shield of Michigan and others to develop important content, news and other resources.

TALENT PIPELINE

- Created and internally filled new full-time Student Engagement and Pipeline Leader position to begin working more closely with educators and students at the high school level.
- **With the help of members, the MICPA is actively connecting with high school students about the profession and expanding our geographical reach around the state of Michigan.**
- First in-person High School Leaders Conference location secured for the 2022/23 school year at Western Michigan University.
- A PowerPoint presentation template has been created for members to personalize and use when they speak at high schools/middle schools.
- Partnered with The Piggy Bank, a local organization providing financial education, to offer their course, Student Loans Explained, to high school and college-aged students.
- Held several events focused on engaging college accounting students and CPA candidates, including a meet-the-recruiters series, mock CPA exams and Q&A with a CPA.
- **The Michigan Accountancy Foundation (MAF) awarded 12 scholarships this year to help students pay for their senior/5TH year.**



RELATIONSHIPS

- Supported Financial Literacy Month in April with daily social media posts and original articles supplied by members of the Financial Literacy Task Force as well as media interviews with WDIV, Fox 2 and WJR-760AM.
- Relunched tax call-in partnerships with media outlets across the state. Call-ins held in metro Detroit, Flint and Marquette markets answering the public's tax questions.
- Secured Thomson Reuters as a Presenting Partner for this year's On the Road townhall series.
- Scheduled grassroots events in coordination with townhalls as an opportunity for members to engage with their local representatives.
- Planning visits to firms during new staff orientation to introduce the benefits of MICPA membership and leadership opportunities through volunteerism.



MICPA ON THE ROAD, A NEW TOWNHALL SERIES, LAUNCHED ON MAY 5, 2022, IN TROY WITH VISITS PLANNED ACROSS THE STATE OVER 3-6 MONTHS.



ENGAGED WITH CPAs RUNNING FOR OFFICE TO BEGIN DEVELOPING THOSE RELATIONSHIPS AHEAD OF THE ELECTION.